

Marico Appoints Ranveer Singh as Brand Ambassador of Set Wet Deodorants

Mumbai, November 2015: Marico has announced Bollywood heartthrob, Ranveer Singh as the new face and brand ambassador of Set Wet deodorants.

Set Wet, a brand synonymous with hair gels in India, had undergone a successful repositioning last year with the *Sada Sexy Raho* campaign. Following the success of the initiative, Marico has announced the signing of Ranveer Singh as the brand ambassador for the Set Wet deodorant portfolio who will now further drive the philosophy of 'Sada Sexy Raho'.

The deodorants category in India is highly cluttered & witnesses some of the highest media to sales ratios across personal care category. The company believes signing Ranveer will help break the clutter & connect better with its young audience where Ranveer today has a very high appeal. The new campaign is slated to launch in February 2016.

On the introduction of the newest brand ambassador for Set Wet Deodorants, Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited said, "We are delighted to have Ranveer Singh as the face of our Set Wet range of deodorant range. Apart from being probably the most popular star in the brand target consumer, Ranveer also happens to live the brand philosophy of Sada Sexy Raho. Brand Set Wet extolls young men to give up inhibitions & let their charm & passion show in everything they do - a philosophy Ranveer himself lives by. I think Ranveer & Set Wet are a potent mix with which we can create magic."

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 18% in Turnover and 15% in Profits over the past 5 years.